

# american libraries

ONLINE LEARNING  
SUPPLEMENT TO  
MARCH/APRIL 2013

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION

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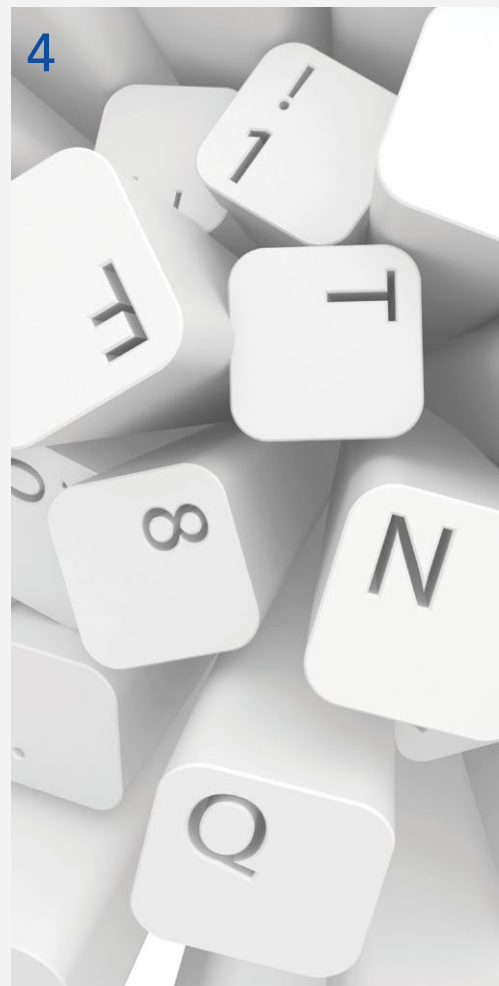
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*BY MAUREEN SULLIVAN*





## Online Learning to the Rescue

by Maureen Sullivan, ALA President

Library and information workers in all types of workplaces need ongoing learning and professional development to better serve their communities. With that and the strategic goal to “increase the availability of and access to continuing education, career development, and certification opportunities for librarians, library staff, trustees, and library advocates” in mind, the American Library Association continues to be an essential source of professional and staff development. This *American Libraries* digital supplement provides a convenient introduction to ALA’s extensive online learning options.

There is no better time to support professional development.

There is no better time to support professional development. Staff may feel overloaded and overwhelmed, especially when they are given new responsibilities as positions are frozen or cut. This, combined with advances in technology that offer increasingly dynamic and interactive online learning options, leads

naturally to online continuing education as the solution.

The range of online offerings and formats provided by the breadth of ALA units, divisions, offices, round tables, and other groups allows you to tailor professional development to help meet specific learning goals at all levels and in all fields. The experts who develop and deliver online learning cover fundamentals, advances, trends, innovations, and hot topics across all library types and areas of work. Topics include collection management, issues and advocacy, management and leadership, service delivery and programs, technology, e-content, job seeking, outreach and marketing, and social media. Formats include webinars, eCourses, online workshops, podcasts, and on-demand recorded archives, with options for synchronous and asynchronous events, one-time events or multiple-session courses, and free or fee-based sessions.

Recent developments include the opportunity to earn CEUs for participation in eligible ALA courses and programs. The Association earned the prestigious status of Authorized Provider as designated by the International Association for Continuing Education and Training in 2011. This national recognition for participation in eligible online and face-to-face ALA workshops provides personal growth and achievement. Certificates of completion are available for some programs that do not offer CEUs.

So, use this supplement to plan how you can help yourself and your staff with training and skills development, forums for reflection and debate, exposure to new ideas, and personal networking. If you have one hour or more to learn something new, are beginning a new initiative and want to know current best practices, or seek inspiration from a thought leader in your area, the ALA Online Learning website is always right at your fingertips with quality professional development choices, extending ALA’s ability to advance its goals of advocacy, excellence, leadership, participation, and service. Happy learning! ■

# american libraries

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION

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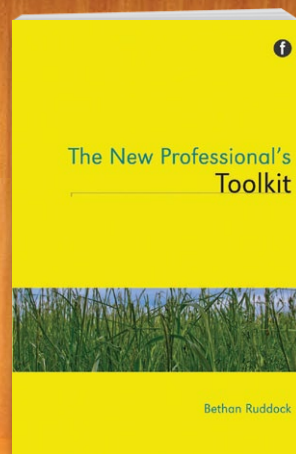
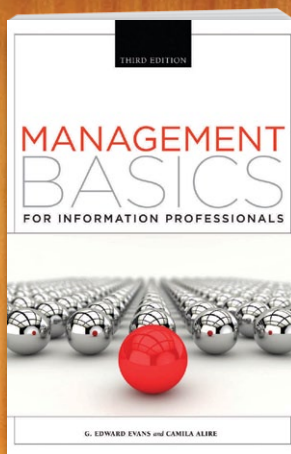
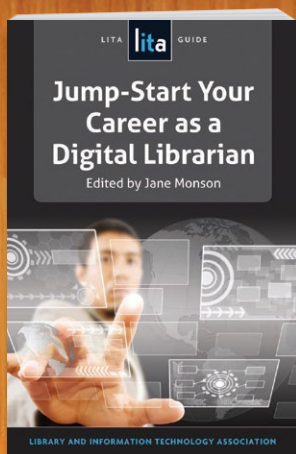
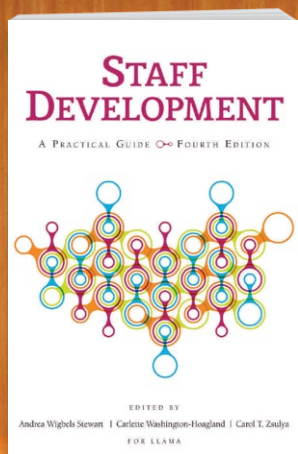
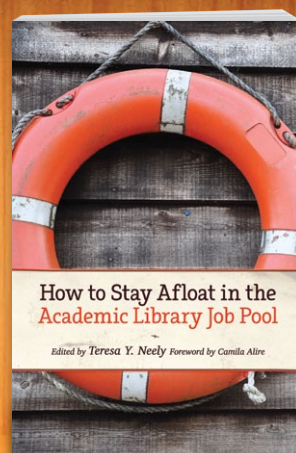
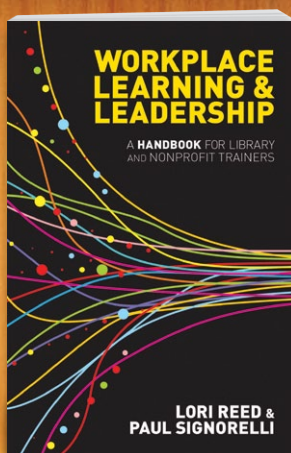
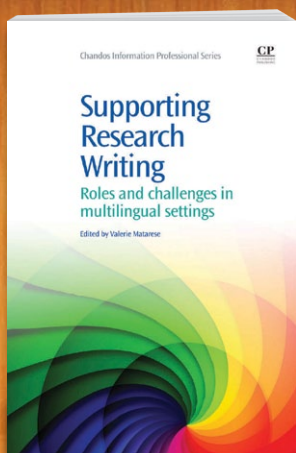
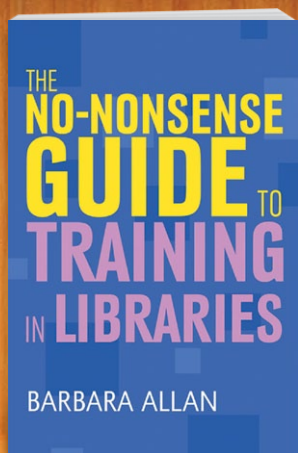
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# Your Source for Continuing Education Materials





# ONLINE @ALA

The American Library Association provides continuing education in a variety of venues and formats for librarians, library support staff, and library trustees. Check out the course list that follows for a sampling of offerings from ALA's 11 divisions as well as its Office for Intellectual Freedom and Publishing Department; find even more professional-development opportunities at ALA's Online Learning web page.

# AASL



## AASL e-Academy

### SPRING

AASL e-Academy offers a variety of four-week courses designed to create leaders in the school library profession. All offerings are asynchronous, Moodle-based courses developed with the busy professional in mind. Participants will receive 12 hours of learning and collaboration from experts on a particular subject. After completing the course's culminating project, all participants will receive a certificate that can be used to apply for continuing education credits through their school district. New courses are being offered in the spring. Check the AASL website for more information.

#### COST:

- \$75 per person for AASL student members
- \$99 per person for AASL members and retired members
- \$149 per person for ALA members
- \$225 per person for nonmembers



## AASL eCOLLAB | Your eLearning Laboratory

### ARCHIVED

"eCOLLAB | Your eLearning Laboratory," a repository of webcasts, podcasts, and resources from various AASL professional development events, is provided to AASL members as a feature of their membership. Non-AASL members can purchase a yearly subscription. Members and eCOLLAB subscribers will also get a read-only version of the latest issue of the AASL journal *Knowledge Quest*. Members and subscribers will also have the opportunity to sign up for upcoming live webinars focused on best practices and important topics in school librarianship.

#### COST FOR SERIES:

- Complimentary to AASL members
- \$199 per person for nonmembers



# ACRL

## Creating Accessible Video Tutorials

MARCH 4–22

Learn about the types of accessibility needed for video tutorials, as well as why accessible videos can benefit everyone. While other seminars and classes have covered creating tutorials, accessibility is usually either not covered or not covered in detail. Providing accessible tutorials benefits not only individuals with disabilities, but also ESL learners and mobile users.

### REGISTRATION DEADLINE:

- March 4

### COST:

- \$60 per person for ACRL student members
- \$135 per person for ACRL members
- \$175 per person for ALA members
- \$195 per person for nonmembers



## Stealth Librarianship: Creating Meaningful Connections through User Experience, Outreach, and Liaising

MARCH 22, 2–3:30 PM EASTERN

Relationships are at the heart of providing a satisfactory user experience and delivering library services and programs that match what our users want and need. Many libraries have traditionally spoken with users only when necessary or when a problem has occurred. Looking at user experience, outreach, and liaison librarianship from the perspective of relationship-building between librarians and faculty, staff, or students allows librarians to provide more targeted and desired services while increasing positive perceptions of libraries. This live webcast investigates the benefits of relationship-

building in a holistic manner. Instead of focusing on one aspect of librarianship, public, technical, and outreach services are examined as different means to the same end: better services through better campus relationships.

### REGISTRATION DEADLINE:

- March 22

### COST:

- \$40 per person for ACRL student members
- \$50 per person for ACRL members
- \$75 per person for ALA members
- \$90 per person for nonmembers
- \$295 for a group of any size watching the webcast together



## On the Road to Information Literacy Success: Putting Students in the "Driver's" Seat

APRIL 22–MAY 10

Along the road to learning information literacy competencies, students often get lost, run into road blocks, and must take detours; but in the end they are able to reach their destination successfully if they are put in the driver's seat and required to take an active role in their learning experience. This course will demonstrate how to use ACRL IL Standards, learning outcomes, assessment strategies, and different teaching styles to support students in defining their own journey to success. This course is relevant to instruction librarians because it presents a variety of engaging and interactive activities as well as opportunities to experience and create active learning strategies for IL teaching. The weekly modules will present activities that produce tangible student artifacts that can be used for assessment of student learning, teaching skills, and an IL program.



# ACRL

## REGISTRATION DEADLINE:

- April 22

## COST:

- \$60 per person for ACRL student members
- \$135 per person for ACRL members
- \$175 per person for ALA members
- \$195 per person for nonmembers



## Embedded Librarians: Integrating Information Literacy Instruction at the Point of Need

APRIL 30, 2–3:30 PM EASTERN

Embedded librarians work closely over time with nonlibrarian groups, whether by joining a semester-long course, maintaining an ongoing presence in online courses, participating in broad curriculum planning efforts, or joining the staffs of academic departments, clinical settings, or performing groups. Barbara Dewey coined the term “embedded librarian” in 2004, and she wrote: “Embedding requires more direct and purposeful interaction than acting in parallel

with another person, group, or activity. Overt purposefulness makes embedding an appropriate definition of the most comprehensive collaborations for librarians in the higher education community.”

More and more libraries are adopting embedded librarianship as an approach to creating an integrated and sustained library instruction presence in classes across the curriculum. In this webcast, embedded librarians will describe examples of successful embedded projects across the range of academic levels and departments, including both online and on-campus instruction. They will share strategies for implementing, sustaining, and assessing embedded librarianship. The discussion will include best practices learned from multiple institutions, as well as issues to consider when planning an embedded initiative.

## REGISTRATION DEADLINE:

- April 30

## COST:

- \$40 per person for ACRL student members
- \$50 per person for ACRL members
- \$75 per person for ALA members
- \$90 per person for nonmembers
- \$295 for a group of any size watching the webcast together



# ALCTS

## Fundamentals of Collection Development and Management

MARCH 4–29

APRIL 29–MAY 24

This course addresses the basic components of collection development and management in libraries.

### REGISTRATION DEADLINE:

- Two weeks prior to the start date

### COST:

- \$109 per person for ALCTS members
- \$129 per person for nonmembers



## Fundamentals of Acquisitions

MARCH 11–APRIL 5 **SOLD OUT**

MAY 6–MAY 31

This course provides a broad overview of the operations involved in acquiring materials after the selection decision is made.

### REGISTRATION DEADLINE:

- Two weeks prior to the start date

### COST:

- \$109 per person for ALCTS members
- \$129 per person for nonmembers



## Hosting a Personal Digital Archiving Day Event

MARCH 20, 2 PM EASTERN

Increase your understanding of common digital files—digital photos, recordings, video, documents, and others—and learn what it takes to preserve them. Technology changes rapidly. If you don't actively care for your digital possessions you may lose access to them as some technologies become obsolete. Learn about the nature of the problem and hear about some simple, practical tips and tools to help you preserve your digital stuff.

### COST:

- Free in celebration of Preservation Week



## Fundamentals of Preservation

MARCH 25–APRIL 19

MAY 13–JUNE 7

This course introduces participants to the principles, policies, and practices of preservation in libraries and archives.

### REGISTRATION DEADLINE:

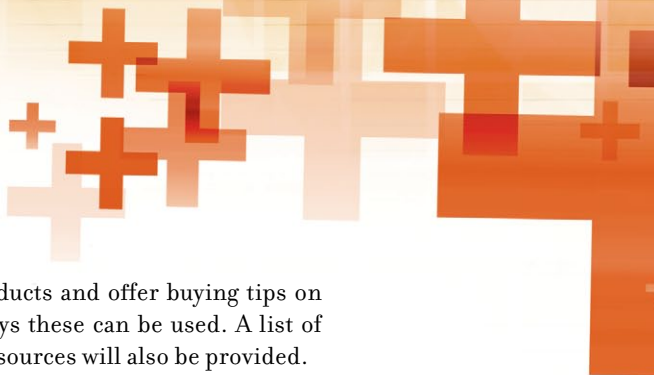
- Two weeks prior to the start date

### COST:

- \$109 per person for ALCTS members
- \$129 per person for nonmembers



# ALCTS



## Personal Digital Archiving

APRIL 24, 2 PM EASTERN

Increase your understanding of common digital files—digital photos, recordings, video, documents, and others—and learn what it takes to preserve them. Technology changes rapidly. If you don't actively care for your digital possessions you may lose access to them as some technologies become obsolete. Learn about the nature of the problem and hear about some simple, practical tips and tools to help you preserve your digital stuff.

### COST:

- Free in celebration of Preservation Week



## Archival 101: Dealing with Suppliers of Archival Products

APRIL 25, 2 PM EASTERN

Do you need to purchase archival supplies for your organization or even yourself? Are you confused by the terminology and not sure about the differences between the various vendors? Not finding exactly what you are looking for and unsure about adapting different products? Archival 101 is designed to demystify the archival product market for the layperson and nonpreservation specialist. The presentation will provide an overview of the conservation and preservation issues facing libraries, cultural organizations, and individuals; describe the terminology in use;

and discuss products and offer buying tips on the different ways these can be used. A list of links to other resources will also be provided.

### COST:

- Free in celebration of Preservation Week



## Programmatic Changes to the LC/NACO Authority File for RDA

MAY 8, 2–3 PM EASTERN

This webinar covers the phased approach to changes adopted by the Program for Cooperative Cataloging (PCC), such as records with the 667 update notice added during Phase 1, as well as records updated as part of Phase 2 of Changes to the LC/NACO Authority File.

### COST PER WEBINAR:

- \$39 per person for ALCTS members and international participants
- \$49 per person for nonmembers
- \$99 for a group of any size watching the webinar together



## Fundamentals of Electronic Resources Acquisitions

JULY 29–AUGUST 23

This course provides an overview of acquiring, providing access to, administering, supporting, and monitoring access to electronic resources.

### REGISTRATION DEADLINE:

- Two weeks prior to the start date

### COST:

- \$109 per person for ALCTS members
- \$129 per person for nonmembers



# ALSC

## Integrating New Technologies into Your Collection

APRIL 8–29

Are you looking for practical ways to integrate new technologies into your collections? Are you wondering how to balance your physical and digital holdings to maximize your offerings to your users, successfully engage them, and meet their needs? This course will examine collection development and management, and the art of successfully blending physical and digital collections. Students will learn about the selection, management, and access of digital devices, as well as how to train and support staff when integrating these new technologies. Course participants will leave this course with a wealth of practical knowledge and will be able to confidently, easily, and successfully integrate a wide variety of new technologies and digital tools into their collections.

### REGISTRATION DEADLINE:

- April 8

### COST:

- \$115 per person for ALSC members
- \$165 per person for ALA members
- \$185 per person for nonmembers



## Science, Technology, Engineering, and Math (STEM) Programs Made Easy

APRIL 8–29

Our children are lagging behind in the areas of science, technology, engineering, and math (STEM). Schools have begun to concentrate on providing better education in these areas and now libraries are being asked to provide the same. Learn how to provide educational programs using STEM without going to school to become a scientist. Children's librarians and associates will learn to present and adapt programs for multiple ages.

### REGISTRATION DEADLINE:

- April 8

### COST:

- \$115 per person for ALSC members
- \$165 per person for ALA members
- \$185 per person for nonmembers



## Series Programming for the Elementary School Age

APRIL 8–29

Children love series books. Lots of libraries have one-shot series parties or events. This course expands on the one-shot idea and provides the tools necessary to establish series clubs at the library so that more children will read and use the library more often. Using trivia, games, music, and reading, children will clamor to come back to the library each week. Series such as Diary of a Wimpy Kid, Magic Tree House, Spiderwick, Fancy Nancy, Froggy, Curious George, and American Girl will be discussed.

### REGISTRATION DEADLINE:

- April 8

### COST:

- \$115 per person for ALSC members
- \$165 per person for ALA members
- \$185 per person for nonmembers



## Graphic Novels 101: Selection, Evaluation, and Programming for Children

APRIL 8–MAY 13

Graphic novels are one of the best tools for motivating kids to read and have become an essential component of many youth library collections. Learn about the emerging trends in this genre, resources available to make quality

# ALSC

selections, evaluating graphic novels for young patrons, and developing or building a collection. In addition to book selection, participants will gain the skills needed to successfully market their collection and provide programming. Participants will come away from this course excited about using graphic novels in their library and equipped with the tools needed to provide readers' advisory and fun children's programs.

#### REGISTRATION DEADLINE:

- April 8

#### COST:

- \$115 per person for ALSC members
- \$165 per person for ALA members
- \$185 per person for nonmembers



## Information Literacy—From Preschool to High School

APRIL 8–MAY 13

Learn how to conduct information literacy instruction for all ages, from preschool to elementary school to middle school and beyond. Participants will be encouraged to examine their local schools' and state's requirements pertaining to library skills and to develop methods of using the library to complement those requirements. Participants will learn about examples of successful programs, appropriate skills for appropriate ages, creation and presentation of programs as well as marketing of those programs. Also, participants will discuss ways that information literacy instruction can be a useful "outreach" tool to increase library and database usage and develop their own information literacy instruction program. Empirical evidence indicates that information literacy leads to increases in library usage, and participants will be encouraged to develop evaluations for determining their own results based upon the programs they develop and (hopefully) present at their libraries. Through course readings, class lectures, group projects, and individual research, participants

will acquire the skills they need to prepare and present their own information literacy instruction courses for whatever ages they choose to instruct.

#### REGISTRATION DEADLINE:

- April 8

#### COST:

- \$115 per person for ALSC members
- \$165 per person for ALA members
- \$185 per person for nonmembers



# ASCLA

## Improving Library Services to People with Disabilities

### DATES TO BE ANNOUNCED

**IACET CEUs available for this course.** The information in this course is vital for all levels of staff, from the part-time aide checking out library materials to the library director determining policies. Cultivating staff skills and positive attitudes surrounding library and resource accessibility are crucial for a satisfactory library experience. During this online course, participants will identify library users with disabilities at their library and the resources and assistive technologies available to assist them;

examine changes in attitudes, laws, and technologies that have impacted people with disabilities; and recommend changes in personal and organizational behaviors to improve services for people with disabilities at their library.

### COST:

- \$120 per person for ASCLA student or retired members
- \$150 per person for ASCLA members
- \$195 per person for ALA members
- \$230 per person for nonmembers

 [REGISTER HERE](#)



# american. libraries

▶ LIVE

## A new way to communicate in the library world!

*American Libraries* knows how essential it is to stay up to date on new developments in our field. American Libraries Live, a free, streaming video broadcast that you can view from your home, library or favorite wi-fi spot, is a new program that allows viewers to watch broadcasts about library issues and trends in real time and interact with hosts via a live chat, offering immediate answers to all of your pressing questions.

### 2013 Episodes

- ▶ **March 14:** Library Safety and Security
- ▶ **April 11:** The Present and Future of E-Books
- ▶ **May 9:** Library Learning Goes Online
- ▶ **June 6:** New Technologies in Library Equipment
- ▶ **July 30:** Discovery Services: The Future of Library Systems
- ▶ **September 12:** Digging into New Databases

**All episodes begin at 2pm Eastern and last for one hour.**

The screenshot shows the American Libraries Live website interface. At the top, there's a navigation bar with 'Blog', 'Upcoming Episodes', and 'Sponsors'. The main content area is divided into sections: 'Upcoming Episodes' with a list of dates and topics; a featured article titled 'Chatting with David Connolly About Episode 2' with a 'Booklist' badge; and a video player for 'AL Live Episode 1' featuring Jason Griffey. The footer contains copyright information and the ALA logo.

americanlibrarieslive.org ▶

# OFFICE

## Self-Service Holds and Reader Privacy

MARCH 19, NOON–1 PM EASTERN

The move to self-service holds (also known as open-shelf holds) has enabled many libraries to continue user hold services despite ongoing staff cuts and budget reductions. But many libraries have implemented self-service hold systems that reveal personally identifiable information—including users' full names—that link the user to the specific book or materials they've placed on hold, thereby compromising library users' privacy and confidentiality. Such practices violate the ALA Code of Ethics and may, in some states, violate library confidentiality statutes. In response to this situation, ALA Council passed a resolution addressing self-service hold practices that encourages both libraries and vendors to adopt self-service hold systems that preserve users' confidentiality. This webinar will explain the legal and ethical standards that support the move to privacy-protective hold systems and discuss various self-service hold systems that both protect user privacy and save the library money.

### REGISTRATION DEADLINE:

- March 18, 5 p.m. Eastern

**COST:** Free to all



## Choose Privacy Week Programming @ Your Library

APRIL 9, 2–3 PM EASTERN

Join ALA's Office for Intellectual Freedom and librarians across the country to discuss Choose Privacy Week—an education and awareness campaign that invites library users into a national

conversation about privacy rights in a digital age. Choose Privacy Week will take place May 1–7, 2013. Speakers will introduce ideas and tools for privacy-related programming and outreach, with an emphasis on sample programs that have proved successful in school, academic, and public library environments.

### REGISTRATION DEADLINE:

- April 8, 5 p.m. Eastern

**COST:** Free to all



## Defend the Freedom to Read: Reporting Challenges

APRIL 23, 2–3 PM EASTERN

Join ALA's Office for Intellectual Freedom for this interactive webinar discussing challenges—formal requests that materials in libraries and schools be removed due to their content or appropriateness. We'll discuss the current state of challenges—what's causing controversy right now—and talk about ALA's efforts to document as many challenges as possible in order to raise awareness about this fundamental intellectual freedom issue. Attendees will learn about the resources and support ALA can offer when libraries are preparing for or responding to challenges. Whether you're a veteran intellectual freedom fighter or a newbie, this webinar will provide you with information and ideas to help advocate for the freedom to read in your community.

### REGISTRATION DEADLINE:

- April 22, 5 p.m. Eastern

**COST:** Free to all





# OIF

## Filtering, CIPA, and Intellectual Freedom

### DATE TO BE ANNOUNCED

Recent court decisions have renewed the debate over internet filtering in libraries and have placed a spotlight on restrictive and unconstitutional internet filtering policies that deny library users access to legitimate online information. In the meantime, school librarians, teachers, and even Department of Education officials are openly complaining that the overzealous blocking of online information in schools is impairing the educational process. It's time to have a fresh discussion about internet filtering. This panel discussion will review the court cases addressing filtering, what CIPA actually requires, effective internet use policies that avoid filtering, and how libraries subject to CIPA can devise and adopt filtering policies that are in accordance with the First Amendment and the Library Bill of Rights. Speakers will include Theresa Chmara, general counsel for the Freedom to Read Foundation; Deborah Caldwell-Stone, deputy director of ALA's Office for Intellectual Freedom; and librarians representing public and school library perspectives on filtering issues.

**COST:** Free to all



# PLA

## Virtual Spring Symposium

MARCH 20

The PLA Virtual Spring Symposium (VSS) offers a full day of online education dedicated to public libraries. The VSS will offer eight educational programs in four tracks—administration/leadership, youth services, technology, and marketing/customer service. Futurist Garry Golden will wrap up the day with a thought-provoking keynote. Individual and group registration for this one-day event make it easy to have a day of education for yourself or your whole staff.

**REGISTRATION DEADLINE:** March 15

**COST:**

- \$135 per person for PLA members
- \$165 per person for ALA members
- \$195 per person for nonmembers
- \$495 for a group of any size watching the symposium together

 REGISTER HERE

## The Accidental Public Library Technology Trainer

APRIL 8–MAY 3

Accidental technology trainers are responsible for technology training—in labs, classrooms, or one-on-one with users or staff. Participants will learn about great tools and techniques, solutions to the most common concerns of technology trainers, and helpful advice from many years of coordinating and providing training for public libraries. They will also discover why learning styles are important, how to create an interactive learning community, strategies for communicating about technology, techniques for using activities, storytelling, leading effective training classes, developing activities that increase learning and retention, and fostering a learning community at the library.

**REGISTRATION DEADLINE:** April 5

**COST:**

- \$129 per person for PLA members
- \$159 per person for ALA members
- \$179 per person for nonmembers

 REGISTER HERE

## Service Response Online Workbooks

ARCHIVED

Based on the management concepts delineated in PLA's bestselling Results series of publications, the 18 Service Response Workbooks are intended to help library planners identify the many possibilities that exist for matching their services to the unique needs of their communities. These are not traditional online courses and there are no assignments or grades. Instead, they are self-directed online workbooks with tools to assess your current services in a specific area or topic, and to identify what would be required to expand those services. Workbooks covering 18 areas of service are offered.

**COST:**

- \$15 per workbook

 REGISTER HERE

## Turning the Page Online

ARCHIVED

Turning the Page Online is a free library advocacy training course developed and presented with generous support from the Bill & Melinda Gates Foundation. It is available any time you are inspired to invest in your library's future.

**COST:** Free to all

 REGISTER HERE

# PUBLISHING

## AMERICAN LIBRARIES BOOKLIST

American Libraries Live, a free, streaming video broadcast that you can view from your home, library, or on the go, is a new program that allows you to watch broadcasts about library issues and trends in real time and interact with our hosts via a live chat, giving you immediate answers to all of your pressing questions. Each episode will focus on a specific issue affecting libraries and librarians, and will feature a panel of vendors and library industry experts engaged in a live discussion that is broadcast through a live video format.

### Library Safety and Security

MARCH 14, 2-3 PM EASTERN

### The Present and Future of Ebooks

APRIL 11, 2-3 PM EASTERN

### Library Learning Goes Online

MAY 9, 2-3 PM EASTERN

### New Technologies in Library Equipment

JUNE 6, 2-3 PM EASTERN

### Discovery Services: The Future of Library Systems

JULY 30, 2-3 PM EASTERN

### Digging into New Databases

SEPTEMBER 12, 2-3 PM EASTERN

COST: Free to all



### Webinars

EVERY TUESDAY, 2 PM EASTERN

*Booklist* offers 30–40 free webinars per year, moderated by *Booklist* editors and special guests, and including presentations from numerous publishing experts. Attendees receive a list of titles discussed, a PDF of the PowerPoint presentation, and a certificate of completion. Registrants receive a notification when the video archive is available for viewing. The wide range of topics includes: Common Core State Standards; series nonfiction; reference; crime fiction; graphic novels; audiobooks; Spring/Fall announcements; reluctant/struggling readers; books for boys; multimedia in your library; fresh voices for teen readers and other YA topics; book group–related topics; cookbooks, crafts, and gardening; poetry; and special topics such as defending the right to read, math and science, and resources on bullying.

COST: Free to all



# PUBLISHING

## ALA EDITIONS

### Ebooks: What Librarians Need to Know Now and for the Future

MARCH 4–25

Instructor Mirela Roncevic has been involved with ebooks and e-readers since their emergence, and in this new eCourse she'll give you the foundation you need to make ebooks work for your library and your career. Requiring no prior knowledge of ebooks, this eCourse will sketch in their history while showing you how they function in libraries, exploring issues ranging from file formats to delivery mechanisms and lending policies and what they mean for libraries both now and in the future. Topics include: defining ebooks and understanding how they work; where ebooks are available and how they are delivered and distributed; how ebooks are used in libraries—in physical branches, digital branches, library websites, and in classrooms; and the current issues relating to ebooks in libraries and what you need to know to be prepared for the future.

#### COST:

- \$157.50 per person for ALA members
- \$175 per person for nonmembers



### Using Drupal to Build Library Websites

MARCH 4–25

Drupal is an open source content management system that allows users to build complex websites without extensive programming, making it perfect for library websites. In this introductory eCourse, librarian, consultant, and Drupal expert Ken Varnum will guide participants in building an attractive, functional library website using Drupal. This test website will be hosted on a server for six months after the eCourse, facilitating additional learning. This eCourse will focus

on Drupal 7 while highlighting what is still applicable to Drupal 6. Whether the objective is a simple site or full-service digital branch, this eCourse will give participants the know-how to get a library website up and running.

#### COST:

- \$225 per person for ALA members
- \$250 per person for nonmembers



### Using WordPress to Build Library Websites

MARCH 4–APRIL 8

WordPress is an open source content management system that helps you create, develop, and maintain a website. Its intuitive interface means that there's no need to learn complex programming languages—and because it's free, you can do away with purchasing expensive web development software. Skilled web developers Polly-Alida Farrington and Amanda Goodman will guide you in applying WordPress tools and functionality to library content. You will learn the nuts and bolts of building a library website that is both user friendly and easy to maintain.

#### COST:

- \$225 per person for ALA members
- \$250 per person for nonmembers



### Book as iPad App: Multimedia, Multi-Touch Ebooks and Their Future in Libraries

APRIL 1–22

Your patrons trust your recommendations on what to read next, and as the use of iPads proliferates, they will look to you for recommendations on exemplary books as apps. The best of this new breed of apps use the multimedia, multi-touch capabilities of the iPad to extend

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the concept of the book, creating a new immersive experience for readers. In this eCourse Nicole Hennig, head of the user experience (UX) group for the MIT Libraries, will provide guidance for integrating iPads into your library's programs and services by facilitating demos of important titles from the most innovative publishers; offer benchmarks for evaluating book apps and writing reviews of them; and lead you in conversation about book apps as you share your reviews with the class. Each week's lesson includes a video introduction, readings, and ongoing message board discussions. To participate, you will need access to an iPad. It's recommended that you plan to budget \$30–\$50 on apps, though additional purchases are not required. To get the most out of this eCourse, you should already be comfortable using an iPad and purchasing apps.

## **COST:**

- \$157.50 per person for ALA members
- \$175 per person for nonmembers



## **Collaborating with Teens to Build Better Library Programs**

**APRIL 1–22**

Only a foundation of teen participation can build a vibrant scene such as the one in San Antonio's main library where teens use computers, listen to music, take cooking classes, do homework, participate in book clubs, and generally hang out. "Teens want a place that welcomes them; they want a role in decision-making, a place that responds to their needs, where they can congregate, socialize, and have a relationship with adults who care about them, who are not their teachers or parents," says Jennifer Velásquez, coordinator of teen services for San Antonio Public Library. In this eCourse, Velásquez presents practical strategies for giving teens the lead in developing high-appeal collections and services. Through lectures, read-

ings, and interactive assignments, you will also learn how to draw from the insights of teens to create an online presence that is both relevant and effective.

Topics include: identifying and overcoming possible internal and external barriers to teen library programming, including lack of funds and organizational resistance; how to position teens for success in program development and implementation; designing teen-friendly library spaces; developing, maintaining, and displaying your collection for teens; publicizing your library effectively with social media and the web; motivating teen volunteers; developing library policy that works for teens, by teens; and how to demonstrate positive results to library administrators, board members, city officials, community members, and other stakeholders through high-impact, low-cost methods such as photos, videos, and teen comments.

## **COST:**

- \$157.50 per person for ALA members
- \$175 per person for nonmembers



## **Planning and Preparing for RDA: Resource Description and Access**

**APRIL 1–22**

There are already many catalog records "in the wild" that are compliant with RDA: Resource Description and Access. Now is the perfect time for anyone involved in cataloging and technical services to prepare and put plans in place for implementing RDA. An active participant in development of the RDA instructions, Magda El-Sherbini will lead this four-week, asynchronous eCourse to help you get started.

## **COST:**

- \$157.50 per person for ALA members
- \$175 per person for nonmembers



# PUBLISHING

## Your Library Needs Community Partnerships: How to Get It Done

APRIL 18, 2:30–4 PM EASTERN

Building partnerships with community businesses and organizations is a fantastic way for libraries to address the increased demand for library services that coincides with current funding cuts. These partnerships offer the opportunity to engage with influential members of the community who can help raise funds for new services as well as showcase the library's value. In this workshop, Paul Signorelli will show you how to build productive community partnerships that will help your library engage in meaningful projects while enhancing its standing in the community. Topics include: how collaborations are developed; identifying potential partners within a community; how to identify economic, educational, and social needs that libraries and businesses both meet; completing a needs assessment in order to develop focused projects; techniques for bringing stakeholders together; how to develop a flexible plan of action and provide ongoing evaluation; and expanding existing partnerships for long-term sustainability.

### COST:

- \$22.50 per person for ALA members
- \$25 per person for nonmembers
- \$45 for a group of ALA members
- \$50 for a group of nonmembers

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## Hiring, Training, and Supervising Shelves

MAY 8–22

Shelvers are crucial to library operations. They play a major role in determining how your physical collection is organized and presented, helping ensure that your library is as user-friendly as possible. But how do you find good library shelvers and keep them for more than a few months? In this workshop Patricia Tunstall, a former page who has also supervised shelvers,

offers practical advice to help you do just that with a complete overview on how to hire, test, train, and retain shelvers. Topics include: how to select the best available candidates with the right interview questions and assessment tools; practical strategies for helping new shelvers absorb large amounts of information quickly; language for effective communication while training; tools for assessing the progress and success of new shelvers; how to deal with disciplinary and performance issues; and helping shelvers understand their role in terms of both limits and possibilities.

### COST:

- \$82 per person for ALA members
- \$90 per person for nonmembers
- \$180 for a group of ALA members
- \$200 for a group of nonmembers

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## ALA TECHSOURCE

### Integrating iPads and Tablet Computers into Library Services

PART 1: MARCH 14, 2:30 PM EASTERN  
PART 2: MARCH 21, 2:30 PM EASTERN

Spurred by the launch of the iPad, the use and popularity of tablet computers has exploded. Tablets offer major potential for library services, including the ability to increase productivity and improve your library's programs in such areas as reference services, collection management, and library instruction. In this two-part *ALA TechSource* workshop, Virginia Tech librarians Rebecca Miller, Heather Moorefield-Lang, and Carolyn Meier will share their experiences with a multifaceted program, guiding you step-by-step in building a tablet program, from choosing and purchasing tablets through deployment. Topics include: comparing platforms and features of tablet computers and other mobile devices; how to select and purchase according to

# PUBLISHING

your library's needs and technology environment; developing policies related to tablet circulation (among both patrons and library staff), connectivity, and content; ways to use tablets to increase staff productivity and enhance professional development; and using tablets to enhance reference and instructional services, collection management, and administrative responsibilities.

## COST:

- \$76.50 per person for ALA members
- \$85 per person for nonmembers
- \$103.50 for a group of ALA members
- \$115 for a group of nonmembers



## Evaluate and Improve Your Website in 10 Steps

**PART 1: MARCH 20, 2:30 PM EASTERN**  
**PART 2: MARCH 27, 2:30 PM EASTERN**  
**PART 3: APRIL 3, 2:30 PM EASTERN**

A clean, well-designed website can mean the difference between an informed library user and a confused one. With a focus on the needs and wants of the library user, Amanda Etches-Johnson and Aaron Schmidt will help you develop the skills to make your library website easier to use and more interesting. Topics include: determining the purpose of your website; identifying your users' critical tasks; wrangling content; writing for the web; and how and when to conduct usability tests.

## COST:

- \$45 per person for ALA members
- \$50 per person for nonmembers
- \$90 for a group of ALA members
- \$100 for a group of nonmembers



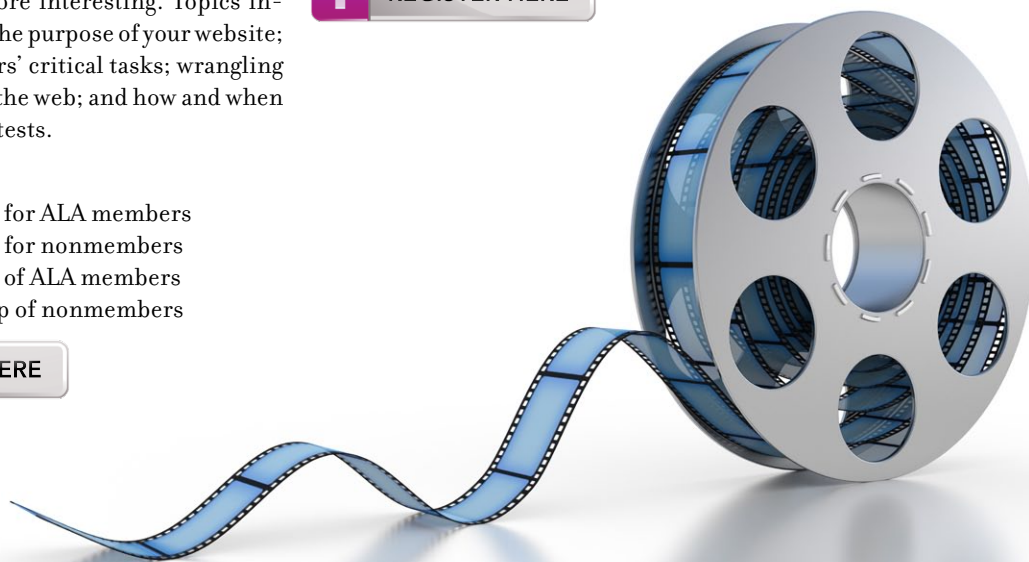
## Teaching Information Literacy with Discovery Tools

**APRIL 24, 2:30-4 PM EASTERN**

Offering the use of a single interface for teaching information literacy, discovery tools free you from the cumbersome necessity of toggling back and forth between multiple screens. Instead you can focus on developing students' skills with search terms and strategies, simultaneously training them how to use a critical eye while sifting through results. Applicable for teaching one-shot sessions as well as curriculum-embedded instruction, this workshop will show you such valuable skills as how to teach students the unique qualities of discovery tools; how to draw from discovery-tool features to engage students in evaluating sources; the basics of integrating discovery with subject specific databases to scaffold instruction for advanced research and upper-level courses; and putting discovery-tool instruction into practice immediately with a ready-to-use sample lesson plan that is provided to all workshop participants.

## COST:

- \$49.50 per person for ALA members
- \$55 per person for nonmembers
- \$99 for a group of ALA members
- \$110 for a group of nonmembers



## Spatial Literacy II: Incorporation of Maps and GIS

MARCH 25–APRIL 8

This three-week course incorporates the geospatial literacy and mapping skills developed in the course “Introduction to Spatial Literacy and Online Mapping” and teaches how to apply it in library services. Librarians in any information resource position will be able to apply their newly developed Web 2.0 mapping skills in their reference work, library projects, library administration, collection delivery, instruction, outreach, and promotion. Completion of the introductory course or a working knowledge of online mapping and GIS is required in order to enroll in this course.

### COST:

- \$100 per person for student and retired RUSA members
- \$130 per person for RUSA members
- \$175 per person for ALA members
- \$210 for nonmembers

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## Reference Interview 101

APRIL 8–MAY 19

A comprehensive course focusing on the methods of evaluating reference service, behavioral aspects of reference service, and the different types of questions that can be used to help patrons identify what they need. Other topics include approachability, questioning and listening techniques, and the reference interview environment. Chat sessions will model interviewing techniques using sample dialogues. Who should attend: support staff, library technicians, newly hired reference librarians, and those librarians who want to brush up on their interview skills. Topics are of interest to all types of libraries.

### COST:

- \$100 per person for student and retired RUSA members
- \$130 per person for RUSA members
- \$175 per person for ALA members
- \$210 for nonmembers

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# RUSA



## Interlibrary Loan 101

APRIL 22–MAY 19

Topics covered: ILL process, policies, and procedures from both the borrowing and lending perspectives; copyright law and licensing impacts on ILL; and ILL resources and systems. Participants will learn standard practices, gain an overview of emerging trends, and practice writing policies for interlibrary borrowing and lending. Who should attend: new ILL managers and practitioners in all types of libraries, especially academic and public libraries.

### COST:

- \$100 per person for student and retired RUSA members
- \$130 per person for RUSA members
- \$175 per person for ALA members
- \$210 for nonmembers



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## Health Information

DATES TO BE ANNOUNCED

**IACET CEUs available for this course.** This six-week course will demystify and decode medical terminology and also cover the basics of evidence-based biomedical literature searching. Participants will learn how to systematically evaluate a health website and then look at some of the best sites for medical, pharmaceutical, and drug information. The course covers the business of healthcare: PPACA, the Centers for Medicare & Medicaid Services, HealthIT and HITECH, meaningful use, physician and hospital rankings and ratings, and the personal health record. Students will also participate in a discussion of health literacy issues and how to create partnerships with hospital and academic medical librarians through the National Network of Libraries of Medicine.

### COST:

- \$120 per person for student and retired RUSA members
- \$150 per person for RUSA members
- \$195 per person for ALA members
- \$230 for nonmembers



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# UNITED FOR LIBRARIES

## Baby Boomer Volunteers for Libraries and Friends

ARCHIVED

The baby boomers are retiring! And they are volunteering in large numbers in communities across the country. If libraries and Friends groups aren't successful in recruiting this special group, some other community agency will be. This three-part series of webcasts is designed to inform library friends, trustees, and staff about this new generation of baby boomer volunteers — how they are different from volunteers in the past, what they want from service opportunities, and how libraries and Friends can attract them.

### Webcast 1: Meet Today's New Volunteers

Learn what studies are showing about this generation's commitment to community service, what they bring to the volunteer workforce that is unique, and how baby boomers want to spend their volunteer time. Get tips for developing strategies to recruit this special group.

### Webcast 2: Friends and Baby Boomers—Getting New Active Members for Your Group

Find out how Friends of the Library groups can attract and retain baby boomer volunteers while ensuring that the group will remain strong and viable long into the future.

### Webcast 3: Library Volunteers: Bringing in Skilled and Committed Baby Boomers

Get specific information on how librarians and those who supervise volunteers can best recruit, train, and retain a volunteer workforce that can support the staff and help enhance library services.

#### COST:

- \$39 per person for United for Libraries members (single-seat license)
- \$139 per person for nonmembers (single-seat license)
- \$49 per library/Friends group for United for Libraries members (multiseat license)

- \$149 per library/Friends group for nonmembers (multiseat license)

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## Trustee Academy

ARCHIVED

The Trustee Academy is a series of five online courses to help library trustees become exceptionally proficient in their roles on behalf of their libraries. Taught by professionals in the field, the courses are available for individual registration or as a full curriculum with discounted pricing per course. In addition, a library board of trustees can sign up for further discounts. All courses are recorded webcasts to allow flexibility in completing the courses, which can be viewed on an individual basis or in a group setting. In addition to the recorded webcasts, trustees are provided with discussion questions and access to a list of questions and answers to further enhance their learning outcome. Certificates of completion are provided for each course. The five online courses that make up the Trustee Academy are: "Trustee Basics, Part I," "Trustee Basics, Part II," "Working Effectively with the Library Director," "The Library's Budget," and "Advocating for Your Library."

#### COST PER COURSE:

- \$30 per person for United for Libraries members
- \$40 per person for nonmembers
- \$100 per board for United for Libraries members
- \$125 per board for nonmembers

#### COST FOR ENTIRE SERIES:

- \$115 per person for United for Libraries members
- \$150 per person for nonmembers
- \$225 per board for United for Libraries members
- \$300 per board for nonmembers

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# YALSA



## Low-Stress Strategies for Engaging the After-School Crowd

**MARCH 21, 2–3 PM EASTERN**

Turn loitering teens into engaged and productive ones! This webinar will explore best practices in keeping your after-school crowd under control and getting them more involved in library programs. Attendees will discover ways to make their job easier and less stressful via strategies for changing teen behavior, designing effective programs, and working with large, casual crowds of teens. Learn how YALSA's "Competencies for Librarians Serving Youth" and national teen space guidelines can help you build a better environment for both teens and library staff. By applying skills gained from the webinar, participants will ultimately build their base of teen patrons and future audiences via drop-in programs and more, thereby demonstrating to the community the key role libraries play in keeping teens safe and learning beyond the school day. A certificate of participation is available for free to attendees of this live webinar. All YALSA webinars are ad-free and presented by experts in the library field.

### REGISTRATION DEADLINE:

- March 18

### COST:

- \$29 per person for YALSA student members
- \$39 per person for YALSA members
- \$49 per person for nonmembers of YALSA
- \$195 for a group with 10 individual logins



## Easy-to-Implement Teen Programs

**APRIL 18, 2–3 PM EASTERN**

Are you serving multiple libraries, or do you need a quick solution to implement with a large teen crowd? This webinar will provide attendees with on-the-go, "program in a box" ideas and templates. Webinar facilitator Mike Buono will cover simple science and technology programs, arts and crafts ideas, tips for adding educational components to traditional library gaming programs, and more. Participants will leave with ideas for short, easy-to-implement programs that will snag their audience and that will help build the value of their library's teen services program. A certificate of participation is available for free to attendees of this live webinar. All YALSA webinars are ad-free and presented by experts in the library field.

### REGISTRATION DEADLINE:

- April 15

### COST:

- \$29 per person for YALSA student members
- \$39 per person for YALSA members
- \$49 per person for nonmembers of YALSA
- \$195 for a group with 10 individual logins



# Guiding Your Users *with* Screencasts

The benefits of  
learning through  
visuals



By Greg R. Notess

Screencasting lets librarians demonstrate, teach, and guide our library users to all types of our online resources—from complex databases to simple online books. A screencast is a video recording with an audio narration of screen actions. Rather than just a video of a person sitting at a computer with a hard-to-read screen, a screencast focuses on what happens on the screen.

It teaches graphically, and reinforces with audio, the exact process and steps that a user needs to follow to get a specific result. A screencast video can show a user just where to click on the page, which limits to choose, and how to navigate through an online resource. Most importantly for busy librarians and trainers, screencasts can be very quick and easy to create. It can take little more time than an in-person interaction to personalize a screencast for a particular question. In addition, more sophisticated software can be used to make more extensive, online training tutorials for those with available time and such a goal.

## A BRIEF HISTORY OF LIBRARY TUTORIALS

Librarians have been creating tutorials for decades at least. Paper worksheet tutorials helped students learn to use library card catalogs and print indexes. With the rise of the web and the movement toward online library resources, tutorials moved online as well. For example, the Texas Information Literacy Tutorial (TILT) was widely used in Texas and elsewhere because it was made freely available in a way that could be adapted to other local situations.

Working on my book *Teaching Web Search Skills*, I reviewed a wide variety of online library tutorials. For that book, I was particularly seeking tutorials that covered web-searching topics. In general, I found two types of tutorials: the well-designed ones with good graphics and low-quality content, and high-quality content tutorials that were text-heavy with little or poor graphic content.

The best obviously took a long time to develop and often involved multiple creators.

In addition, particularly with web searching, the pace of change in technology was quick enough that every tutorial had at least some outdated material. Given the long time and amount of effort typically used to create a library tutorial, and the increasingly rapid rate of change with so many online library systems, this style of production did not seem sustainable. As I continued to poll attendees at many of my workshops, I found that many librarians started to work on extensive online tutorials but the efforts often failed to reach fruition.

This problem is exacerbated by the growing number of online resources to which libraries subscribe. A few years ago, librarians at the New York Public Library complained to me about how difficult it was to keep current with their 600+ databases. With so many databases, online journal packages, ebook collections, and other online library resources platforms launching new versions every year or two, that can translate to an average of one or two changes per day!

What I also found disappointing about many of the library tutorials from the early 2000s was that they were, in a word, tedious. As with TILT, many started by explaining how to navigate the tutorial. Then they followed the advice of that time to add interactivity. This was often accomplished by



asking the viewer to click the “next” button to move on to the succeeding section. Interactive, yes, but it made going through the tutorials extremely tedious.

Then one day I came across an early screencast by Jon Udell, a well-known computer columnist for a succession of magazines and now continuing life as a tech blogger and technology evangelist at Microsoft. Jon had created an eight-minute screencast demonstrating how Wikipedia’s history function tracks every version of a Wikipedia article. I had never used that function in Wikipedia previously. The screencast started with an explanation from Jon, and then

in the video he progressed through various versions of the article using the history to move from one to another.

Rather than forcing me to keep clicking on the “next” button and presenting lengthy textual descriptions of the process, I could just sit back, view, and listen. It was much easier to understand the point, and the screencast had controls at the bottom so that I could jump back to watch a section again, pause the screencast, or jump ahead. I could also control the volume. It was more like the television model, and to me at least, it seemed that I learned the concepts much more quickly and with less effort than a traditional click-through-me, one-step-at-a-time tutorial.

## HOW SCREENCASTING CAN HELP IN LIBRARIES

Libraries continue to buy online resources, make their contents available via the web, and aim to help users in both the physical library and the virtual library. Computers dominate in libraries. With the large number of resources available, and frequently changing user interfaces for each one, reference and instruction no longer occur only in person. Many new technologies can help, but screencasting can make it quick and easy to



produce an instructional video of screen activity along with an explanatory narration. These can be quickly and (relatively) easily shared with an individual, a group, or the entire online public.

Shortly after first viewing Udell’s screencast, I downloaded the free 30-day trial of TechSmith’s Camtasia Studio to evaluate the software. Then I received an email reference question about how to find specific types of nursing articles. While writing out an email answer outlining a roughly 12-step click path from the library website to CINAHL to the search results (and how to add the appropriate limits), I realized that this would be a

good time to try creating a screencast for a reference transaction. A mere 45 minutes later, I was able to send the email response along with a link to the screencast that demonstrated the 12 steps and appropriate limits.

Reference librarians at various libraries, while talking by phone or chatting online, have been able to create quick instructional screencasts to show patrons how to get to the requested result by the same process that the librarians themselves use. They accomplish this by sharing exactly what steps they take to get there. Electronic resource librarians also use screencasts to troubleshoot access problems.

Have you found some money in these difficult economic times to purchase a new ebook package? Instead of just announcing a new electronic resource with a name that may well have no meaning to most users, create a quick screencast that demonstrates a few key features and titles from the resource.

Redesigning a website? Any time major website changes occur, long-time users can get disoriented. Use a screencast to show the differences between the old and the new site, highlighting where commonly used links have moved and/or been renamed. The screencast can include examples of how the new design makes common tasks easier, shows off new features, and highlights where the most important parts of your website are now located.

Within live instruction sessions, a screencast can be used for several functions. It can show what off-site access procedures look like and how to navigate them, even if the instruction is taking place on-site. Use another for an introduction that teaches a process in a short and simple example. Screencasts can also be useful backups for instruction at a location where internet access is spotty or unreliable. In a hands-on class, loop a screencast (without audio) that demonstrates a process while giving the students time to try it with their own examples. That frees you as the teacher to wander around the room checking on students’ progress while still providing an example of the process that they can view if needed.

Screencasts are also useful for promotion, outreach, and marketing. Host screencasts at YouTube (and/or other video-sharing sites), and create a channel for the library to which viewers can subscribe and interact by posting comments, rating the screencasts, and even sharing responses. Create QR codes or Microsoft Tags on printed promotional materials that link mobile users to screencasts about the library.

The more libraries move online and the more experience you get with screencasting, the more ideas you will develop on how to use this exciting new technology.

## CHOOSING SOFTWARE

When Jon Udell defined screencasting in 2004, there were relatively few screencasting software choices, and almost all were commercial and costly. Today, there are numerous free options, and the commercial options have continued to develop and offer even more features. Choices are more complex, and capabilities continue to increase.

Typically, commercial screencasting software is much more full-featured, is more frequently updated, and has more output and editing options. Even so, some of the free software can produce excellent quality screencasts. To make it easier to find the software that best matches your computing style, most of the commercial programs have free, limited-time demos you can download and try. The choices listed below are the best known and most useful for the library market. Many other software programs can make some kind of a screen-based video, but the programs discussed here have in common these three characteristics:

1. They record screen movements.
2. They can simultaneously record an audio track.
3. They can produce a Flash video (the most widely supported video format).

### Free Web-Based Software

Several free options require just a web browser with Java to create a screencast. Because these are web-based, they work on multiple operating systems and support a variety of browsers. Most of these have no editing capabilities and limited recording times. Still, they make it easy to get started very quickly. Simply go to one of these sites and within minutes you can create and publish a screencast.

**SCREENCAST-O-MATIC** Screencast-O-Matic was the first-to-market of the free, online, Java-based screencast tools. ([screencast-o-matic.com](http://screencast-o-matic.com))

**SCREENR** Screenr is a simple, free, online, Java-based screencast creation and optional hosting site that is easy to use and designed for producing instant screencasts for Twitter. ([screenr.com](http://screenr.com))

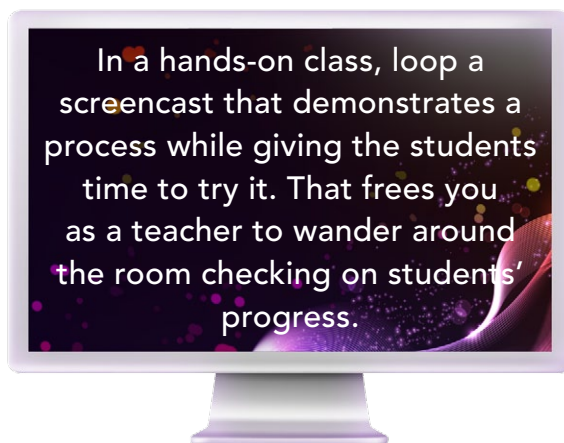
### Free Downloadable Software

The web-based options require Java, which occasionally can be difficult for some systems. Running an online program and switching between it and the section to be recorded sometimes results in recording the recorder. Alternatively, free programs that must be installed on your own computer offer more features and a different recording experience.

**JING** This free tool from TechSmith can be used to create both screencasts and screenshots. Available for both Windows and Mac operating systems, Jing was one of the first screencasting programs for Macs. ([techsmith.com/jing.html](http://techsmith.com/jing.html))

**WINK** Wink is another long-time free software program for Windows, with an older version that runs on Linux. It takes a different approach than many of the other programs in that it records screen actions as a series of screenshots rather than as video. ([debugmode.com/wink](http://debugmode.com/wink))

**WEBINARIA** Download the free screen recorder, which is available for Windows only. Webinaria records a series of screenshots, somewhat like Wink. ([webinaria.com](http://webinaria.com))



### Commercial Choices

For anyone wanting to create more detailed and polished screencasts, the commercial choices provide far more features and stability than their free counterparts. A few years ago all the best programs were available only for Windows, but now most have Mac versions as well. Here are a few of the major screencasting programs:

**CAMTASIA STUDIO 7** For those who can afford it, Camtasia Studio is one of the most feature-rich screencasting packages available, and made by TechSmith (which also created Jing, Screencast.com, and the Snagit screen capture program). ([techsmith.com/camtasia.html](http://techsmith.com/camtasia.html))

**ADOBE CAPTIVATE 5.5** Even more expensive, with a wide range of capabilities, Adobe's Captivate is another popular commercial choice. Beyond screencasting, Captivate has options for interactive simulations, branching scenarios, and quizzes. Available in a variety of bundled Adobe products. ([adobe.com/products/captivate.html](http://adobe.com/products/captivate.html))

**SCREENFLOW 3** One of the first full-featured Mac screencasting programs. ([telestream.net/screen-flow](http://telestream.net/screen-flow)) ■



**GREG R. NOTESS** is a reference team leader and a professor at Montana State University in Bozeman. Excerpt from *Screencasting for Libraries* (The TECH SET #17) (ALA TechSource, 2012).

# ALA TechSource

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